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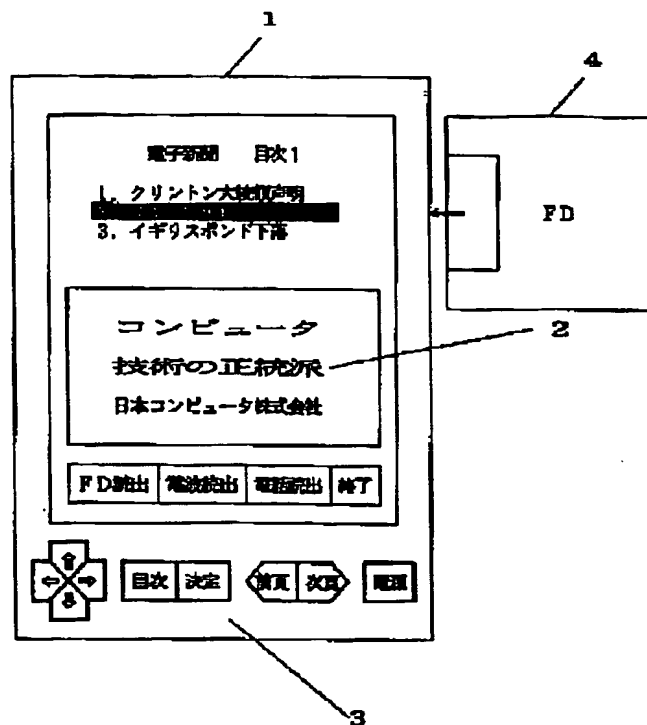
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TITLE : ADVERTISEMENT DISPLAYING
DEVICE FOR ELECTRONIC
NEWSPAPER



ABSTRACT : PURPOSE: To unresistedly display an advertisement thought as an eyesore at the time of reading an electronic newspaper in a limited range of a displaying surface.

CONSTITUTION: The electronic newspaper obtains information from communication means such as broadcasting wave, telephone line and information vending machine and is also capable of obtaining information from external storage media such as IC card and CD-ROM. A piece of newspaper information is read-out to a memory from a floppy disk 4 mounted on a floppy disk driving device of the electronic newspaper 1 and read-out information is displayed on the displaying surface 2. Keys for controlling display in the electronic newspaper are provided at an operation section 3 and advertisements are displayed by the methods described below. (1) An advertisement is displayed for a period of time from power supply till startup of the system. (2) An advertisement is displayed in a part of content screen. (3) An advertisement is displayed at the time of shifting to the text from the content or while returning to the content from the text. (4) An advertisement is displayed for a period of time from system close till power cut. (5) An advertisement is displayed while information is read-in from the communication means or the external storage media.

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